



RIDE TO END ALZ[®] SOUTH CAROLINA

ALZHEIMER'S  ASSOCIATION[®]

2024 SPONSORSHIP OPPORTUNITIES



GROUP RIDE
July 12-14, 2024

VIRTUAL CHALLENGE
July 1-31, 2024

2024 Fundraising Goal:
\$1.5 MILLION

RIDE DIRECTOR:
Jerry Chapman
(864) 305-1080
jcchapman@alz.org

TOP REASONS TO SPONSOR RIDE:



Make a difference.

Close to 100,000 people in SC and 6 million in the US are living with Alzheimer's or other dementia. Your sponsorship will fund needed care and support, as well as vital research efforts.



Show your corporate heart.

An investment in this inspiring event showcases your support for a cause that affects families, friends, and coworkers from all walks of life.



Gain brand visibility.

Our 500+ cyclists and 200+ volunteers are well-educated community leaders who are passionate about this cause and those who help support it.



Support your employees.

Your involvement in Ride to End ALZ South Carolina demonstrates your commitment to a cause that impacts them at home and work.

Ride to End ALZ South Carolina has established itself as the summer's premier event for cycling enthusiasts, volunteers, sponsors, and donors who are passionate about ending Alzheimer's.

Now in its 16th year, our Group Ride features incredible support and camaraderie along a 3-day 255-mile cross-state route from Simpsonville, SC to Charleston, SC. Participants can also ride at their own pace through our month-long Virtual Challenge.

To learn more about support services and volunteer opportunities with the Alzheimer's Association South Carolina Chapter, visit alz.org/sc.

Visit alz.org/ridesc for more information.



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SPONSORSHIP LEVELS & BENEFITS	TITANIUM \$10,000	CARBON \$7,500	ALUMINUM \$5,000	STEEL \$3,000	IRON \$1,500
Logo on posters & printed promotional materials	✓	✓			
Exclusive naming opportunity at route rest stops	2 rest stops	1 rest stop			
Logo on exclusive 2024 cycling gear	Jersey & shorts panel	Jersey back, prominent	Jersey back		
Sponsor spotlight email to all riders	✓	✓	✓		
Stage recognition at opening ceremony & dinners	✓	✓	✓		
Appreciation post on Facebook & Instagram	✓	✓	✓	✓	
Complimentary team of sponsored riders, including waived registration fee & fundraising minimum (\$750 value per rider)	Up to 10 riders	Up to 8 riders	Up to 5 riders	Up to 3 riders	
Complimentary cycling gear for sponsored riders	Jersey & shorts	Jersey	Jersey	Jersey	
Exhibit booth at Day 1 finish area (Newberry)	✓	✓	✓	✓	
Logo on 2024 official t-shirt back	✓	✓	✓	✓	✓
Logo and website link on official Ride website	✓	✓	✓	✓	✓
Logo recognition in Ride Guide	✓	✓	✓	✓	✓
Logo signage at daily finish area	✓	✓	✓	✓	✓
COMMITMENT DEADLINES	February 1	February 1	May 1	June 3	June 3

TAKE A LOOK AT THESE STATS FROM OUR 2023 EVENT!

- » \$1.3 MILLION RAISED. » 501 PARTICIPANTS. » 200+ VOLUNTEERS. » 8,500+ DONORS.
- » 500,000+ WEBSITE & SOCIAL MEDIA IMPRESSIONS. » EXTENSIVE MEDIA COVERAGE ACROSS SC.



2024 EXCLUSIVE NAMING OPPORTUNITIES

FOR AVAILABILITY, EMAIL RIDESC@ALZ.ORG. COMMITMENT DEADLINE IS JUNE 3, 2024.

Brand your company as the Exclusive Sponsor of a key event element. You'll receive logo recognition in our Ride Guide distributed to all participants and logo/link on the Ride to End ALZ South Carolina website, plus:

REST STOP SPONSOR (MULTIPLE OPPORTUNITIES)

\$1,500

Be the exclusive sponsor of one rest stop along the three-day cycling route (day/location of choice, if desired).

- Logo signage at chosen rest stop
- Opportunity to set-up company tents, banners, and other logo materials at assigned rest stop
- Opportunity to provide employee volunteers to assist cyclists as they arrive at designated stop
- All related supplies, including food, hydration, tables, etc, are provided by Ride to End ALZ

RIDER TRANSPORTATION SPONSOR

\$3,000

Be the exclusive sponsor of motor coaches providing rider transportation Thursday, July 11 - Monday, July 15.

- Signage with logo placed on all motor coaches throughout the Group Ride
- Opportunity to place promotional signage and materials on motor coaches during event

LUNCH SPONSOR (2 OPPORTUNITIES)

\$2,000

Be the exclusive sponsor of lunch for riders and volunteers in Newberry on July 12 or Charleston on July 14.

- Logo signage at lunch distribution location near finish line
- Opportunity to assist with serving lunch, meet and greet cyclists and volunteers
- Opportunity to giveaway promotional materials from a prominently placed sponsor table

DINNER SPONSOR - NEWBERRY

\$3,000

Be the exclusive sponsor of dinner in Newberry on July 12. Expected attendance: 300-350 riders & volunteers.

- Stage recognition by emcee and opportunity to speak for 3-5 minutes about product/service
- Collateral/promotional materials placed on all dining tables
- Interaction with guests before and after the meal from a prominently placed sponsor table
- Drawing/Prize giveaway during dinner (optional)

CELEBRATION DINNER SPONSOR - CHARLESTON

\$5,000

Be the exclusive sponsor of our post-ride dinner celebration in Charleston on July 14. Expected attendance: 400-450 riders, volunteers and family members.

- Stage recognition by emcee and opportunity to speak for 5-7 minutes about product/service
- Collateral/promotional materials placed on all dining tables
- Interaction with guests before and after the meal from a prominently placed sponsor table
- Drawing/Prize giveaway during dinner (optional)



2024 SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Company name (as to be displayed) _____

Parent Company Name (if applicable) _____

Contact name _____ Website _____

Address _____ City/State/ZIP _____

Phone _____ Email _____

Facebook _____ Instagram _____

SPONSORSHIP COMMITMENT

TITANIUM \$10,000

CARBON \$7,500

ALUMINUM \$5,000

STEEL \$3,000

IRON \$1,500

EXCLUSIVE NAMING OPPORTUNITIES

KEY EVENT ELEMENT: _____

AMOUNT: _____

Exclusive sponsorships and locations are first come, first served!

Sponsorship authorized signature _____ Date _____

Print name _____ Title _____

PAYMENT INFORMATION

Payment must be received in full prior to June 15, 2024. Please retain a copy of this form for your records.

Check enclosed (payable to Alzheimer's Association; note "RideSC24 Sponsorship on memo line) Please invoice me

Credit card

Card number _____ Expiration _____ Security code (back of card) _____

Name on card _____

TO SUBMIT

SCAN/EMAIL to ridesc@alz.org, Subject: Ride SC Sponsorship

OR MAIL to Alzheimer's Association, Attn: Ride SC Sponsorship, 4600 Park Rd, Ste 250, Charlotte, NC 28209

For applicable logo recognition, email artwork to ridesc@alz.org. Preferred logo formats include eps, ai, pdf, or high-resolution jpg.

QUESTIONS? Call Jerry Chapman at (864) 305-1080 or email ridesc@alz.org.

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. Alzheimer's Association has the right to immediately cancel this sponsorship agreement in the event that Sponsor has:

- Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor;
- Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party;
- Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor;
- Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.